

Sheriff's Sale on Foreclosure.

Notice is hereby given, that by virtue of an execution and order of sale issued out of the Circuit Court of the State of Oregon, for the County of Lane, on the 9th day of September, 1913, on a judgment rendered in said Court on the 18th day of August, 1913, in that certain foreclosure suit then pending in said Court, wherein George Melvin Miller and Lizzie M. Miller his wife, Plaintiffs and A. E. German, A. L. Stover and F. E. Melvin, Defendants, and wherein judgment was rendered in favor of said George Melvin Miller and Lizzie M. Miller his wife, Plaintiffs, and against F. E. Melvin, Defendant, for nine hundred eighty-three and seventeen one-hundredths (\$983.17) dollars with interest thereon from the 18th day of August, 1913, at the rate of six per cent per annum and the further sum of fourteen and fifty one-hundredths (\$14.50) dollars costs, which sums are now due and payable, and for the further sum of six hundred twenty (\$620.00) dollars, to become due in installments of three hundred ten (\$310.00) dollars each on the 20th day of June, 1914, and on the 20th day of June, 1915, with interest at the rate of six per cent (6%) per annum, which judgment was enrolled and docketed in the clerk's office of said Court in said County on the 9th day of September, 1913, and said execution to me directed commanding me in the name of the State of Oregon in order to satisfy said judgment, costs and accruing costs to sell the following described premises to-wit:

Beginning at a point 4.66 feet east of the northeast corner of the James W. Gay and wife donation land claim, notification No. 6551, claim No. 71, in Township 19 South, Range 3 West, thence South 0 deg. 25 mi. east 915 feet, thence west 89 deg. 35 mi. South 1783.3 feet, thence north 33 deg. 27 mi. east 710 feet; thence north 1 deg. 22 mi. west 346.9 feet; thence north 89 deg. 35 mi. east 1404.2 feet to the place of beginning, containing 32.14 acres and the same being further described as lot No. 19 in Morning Glory Farm Plat. That the proceeds of said sale of said real property shall be applied to the satisfaction of the plaintiff's said judgment, the costs and disbursements of said suit, and the execution and charges of making said sale, and that the same be applied to the payment of both the amount due and to grow due as herein specified, provided further

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that if at any time before the sale of said premises the said amount due as above specified of principal, interest, taxes, costs and accruing costs shall be paid, then in that event the execution shall be withdrawn and returned, provided further that the plaintiff shall receive in full satisfaction of said sum to become due the principal thereof, six hundred twenty (\$620.00) dollars, together with interest thereon from the 18th day of August, 1913, to the date of payment, less such sum as the said interest computed from the 18th day of August, 1913, to the date of payment will produce from the date of such payment until the 20th day of June, 1914, on first installment, and until the 20th day of June, 1915, on the second installment, computed at six per cent (6%) per annum.

Now, therefore, in the name of the State of Oregon and in compliance with said execution and order of sale, I will on Saturday, the 18th day of October, 1913, between the hours of 9 o'clock a. m. and 4 o'clock p. m. to-wit: at one o'clock p. m. on said day at the southwest door of the County Court house in Eugene, Lane County, Oregon, offer for sale for cash, subject to redemption all the above named defendants, A. E. German, A. L. Stover and F. E. Melvin's right, title and interest in and to the above described real property.

Dated this 18th day of Aug., 1913.
JAMES C. PARKER,
Sheriff of Lane County, Oregon.
s17-o15 By D. A. Elkins, Deputy.

Why the Farmer Buys from the Mail Order Houses

By Frank Farrington

So much has been said and written about the farmer as a business prospect in recent years that most manipulators of large business feel that they know the farmer and his need pretty well.

They realize his importance and his conservative temperament, but they know him better as a class than as an individual. Comparatively few of the men who are anxious to interest the farmer in their wares have lived in close touch with him since they have become engaged in angling for his trade.

The only way to understand the farmer completely is to do business with him in person and discover the various angles from which he views each proposition, and the objection he raises to it. The retailer who sells to the farmer across the counter knows the farmers as no manufacturer can know him. He understands him better than the cleverest advertiser or the brightest claim adjuster in the mail order house. To him the farming class is a group of individuals whose peculiarities and characteristics are as well known as those of his neighbors. What the retailer fails to realize is the advantage he possesses over the mail order house; the advantage of being able to show the goods to the customer; to deliver them right at the time of purchase; to back them with a guarantee for himself; to adjust claims with a perfect knowledge of the condition; to give time when it is wanted for payment.

The manufacturer who is anxious to get more of the farmers' business will find it profitable to undertake to educate the retailer to a better knowledge of the advantages of his position.

He will find that by helping the dealer to a greater confidence in his ability to compete with the mail order houses, he will enable that dealer to get more of the farmers' trade. He will find that the dealer will appreciate help of this kind and feel inclined to get behind the goods of the manufacturer who helps him. But, and this "but" is worth considering, the dealer ought to be approached in this matter with tact. It will not do to tell him bluntly that he is all wrong, that he does not know how to handle his business, that someone else a thousand miles away knows more about it than he does. Suggestions should be made as suggestions from an outsider, or as narratives of the methods pursued by someone else who has succeeded by following them.

If the dealer is complimented upon his success, upon his ability and upon his better knowledge of his local conditions than outsiders possess, he will be in an attitude that will make him willing to listen to advice.

The dealer is fond of saying that the farmer sends to the mail order house because he would rather send away from home for goods than buy them at home, that the farmer buys by mail because he is just pig-headed enough to want to spite the local merchants. The dealer proclaims the mail order people as more or less infamous. He states that they sell only inferior goods and that their policy is one of dishonesty. More dealers than most manufacturers realize take this attitude. Of course it is largely wrong. Success cannot be built up that way. But there is nothing to be gained by antagonizing the retailers by telling them that they are all wrong. Get under their belt by the use of tact and then show them that they can get more business from the farmers with agree-

able methods than with antagonistic ones.

The real reason why the farmer in nine cases in ten buys from the mail order house is because he is asked to do so. He is asked, not once, but a hundred times, not occasionally, but all the while. A steady stream of offers and catalogues and special price lists is kept flowing toward him. He is not allowed to forget between catalogues. He buys many things from the mail order house because he sees the advertising about them and develops from it a desire to have them, while if he had not received that advertising, very likely he would never have even known that the goods existed. Mail order development demonstrates more than almost any other form of advertising the success of keeping at it.

There are hundreds of manufacturers who would like the business of the State of Oregon and in compliance with said execution and order of sale, I will on Saturday, the 18th day of October, 1913, between the hours of 9 o'clock a. m. and 4 o'clock p. m. to-wit: at one o'clock p. m. on said day at the southwest door of the County Court house in Eugene, Lane County, Oregon, offer for sale for cash, subject to redemption all the above named defendants, A. E. German, A. L. Stover and F. E. Melvin's right, title and interest in and to the above described real property.

To carry this further, are there not many manufacturers whose goods are carried by mail order houses and sold by them in small quantity who would find that to take an anti-mail order house attitude would make them more than make up for the loss of the little mail order house trade they are getting?

The manufacturer who is accepting the mail order house as an outlet ought to get a proportionately large business from those houses or else eliminate them. The dealers who sell to the farmers can do a great deal for the manufacturer if they will. They will not as long as the mail order house undersells them on the goods they are asked to push.

The manufacturer who cannot cut out the mail order house can at least compel it to maintain a price that will be satisfactory to the retailer. If it is a question of dealer or mail order house—which then it reduces itself to a mere matter of dollars and cents' worth of trade now and in the future.

The manufacturer can succeed with either the mail order or the retail dealer as his selling agent, but he cannot succeed if he tries to ride both horses. That is to say he cannot succeed to as great a degree. With most manufacturers it is a case of "Choose ye this day whom ye will serve."

The mail order house of big business has manifold brands of its own. It uses the well-known and generally advertised brand solely as a leader or bait. Whenever and wherever it can sell what it wants to, it sells its own brands. Is this the kind of representation that the manufacturer wants?

A good many retailers have their own brands, but these are mainly the class of retailers who do not sell the bulk of the goods that are bought by the farming trade. The country and village stores are small stores and they are still selling well-known brands almost entirely. They have not yet got into the private brand class. But they will get there, they will take on their own brands in an increasing degree unless they are better protected by the manufacturer.

The farmer buys from the mail order house very largely because he is lured into sending an order by the fact that he sees some well-known article advertised there at a cut rate. The farmer is an original Missourian. He is the last man in the world to send money for a pig-in-a-poke. A catalogue six inches thick, if it contained not a single item that he knew was a good value, would not extract a dollar from his pocket, no matter what prices it might quote on its unknown goods. It is the general advertising of standard goods that makes the mail order success possible.

You, then, Mr. Big Advertiser, are making it possible for the great mail order house to succeed. Are you getting a fair return from that concern for your help? Not, see that it increases its orders to a point where they will compensate you for the certain loss of trade through the retail store distributing division.

The dealers are sore at the mail order houses. They are sore at the manufacturers that help those houses. You cannot hope for the cooperation of the dealers to any great extent unless you show yourself upon their side in this matter as well as in others which are of vital interest to them.

In order to help the dealer to hold his own with this competition there is now a golden opportunity in the advent of the parcels post. The dealer is wondering what this system is going to do to him. It is for the manufacturer to show the dealer how he can use parcels post to develop his own trade and to hold the farmers' business at home.

There is a present chance for the manufacturer to get closer to the dealer, to side with him, to make

BLANKETS—Winter Warmth, with October Economies

All wool, wool finish and cotton blankets of superior quality—firmly woven. Made with pretty, fancy borders in tan, brown, pink, blue. Plaids in both wool and cotton.

All wool grey Blankets Priced at **\$5.00**
Cotton fleeced Blankets in heavy, warm, winter weight, pretty striped borders, come in sizes 66x72, 72x84 and 90. Priced \$1.25, \$1.50, \$2.25 and \$2.50.

All wool grey Blankets Priced at **\$6.00**
Plaid wool Blankets, broken or block designs—very serviceable. Priced \$2.25, \$4.00 and \$5.00.

Wear a Royal Worchester Corset

When you wear an "R. W." Corset you present your figure at its very best. These corsets represent the highest thought of experts in corset designing and most careful workmanship.

Front Lace, Habit Back Corsets, Priced from **\$2 to \$3.75**

Others, long hip, free hip bone in all the late shapes, ranging in prices from \$1.00 to \$3.00. Come in and look them over. We have just received all the new shapes.



Rain Capes for Children—the need of the hour—prices from \$2.50 to \$4.00. These capes are sateen, rubber lined, warranted rain proof.

Dr. Denton's Sleeping Garments for children, 50c to \$1.00. Mixed wool and cotton, sizes from 2 to 14 years. Prices run according to size.

HAMPTON & CO.

friends with him. This cannot be done by argument. It must be done by practical help.

This is the time for the manufacturer to offer to supply the dealer with literature to be distributed to the farming trade from the store or in whatever may seem best. It is the time for the manufacturer whose policy it is to mail advertising direct over the retailer's imprint, to offer to mail out a new lot of circulars with an inserted clause telling the recipient how he can get the goods by mail from his own home dealer.

The retailers have fought the parcels post hard, but now that it has come, they are inclined to take it as an accepted fact and give it a chance to work for them. Whether they continue to fight its further development or not, is largely contingent upon whether it hurts their trade much or little, or whether perhaps it helps them.

Special stress may well be placed in advertising mediums going to the farmer upon the desirability of the consumer purchasing from the local dealer. There are a good many advantages which may be mentioned by the advertiser and if it is the policy of the house it will not be out of place to say, "Our goods are never sold by mail order houses." The particular value of this sort of talk will lie in its effect upon the dealer, in making him an interested agent rather than a mere slot machine to hand out certain goods when compelled to do so.

If a manufacturer sees fit to take the anti-mail order house attitude, it ought to get the benefit of all the publicity that can come from mention of that position in the trade papers. When a house does take such a stand, it is a matter of sufficient news interest so that the trade papers in general will be glad to give it space. The trade papers and the merchants are very close together and they are a unit in their attitude upon the mail order house question.

A recent writer in the "Bulletin of Pharmacy," a dealer describing his success with side lines, says: "We handle the different lines of silverware, but when we find a brand that is advertised in the mail order catalogues, we omit it from stock. You may think that some brands are unavoidable because of their popularity, but the fact remains that the druggist can omit from his stock any brand of silverware that he chooses. He can do that for the simple reason that he can kill the sale of any piece of jewelry by merely withdrawing from it his own personal guarantee. Let me illustrate this from some of our experiences in the last three years. Our big sales are in December. Three years ago all of the silverware we sold was "1847 Rogers." Later we were surprised to see this line mentioned in the mail order catalogues. We proceeded at once to reduce the demand for this particular brand. As a result of our efforts the following year less than one-fifth of our sales were of Rogers goods. In December, 1911, we made only one sale of this ware. It consisted of half a dozen dessert spoons, and the only reason we sold them lay in the fact that the customer who bought them was matching some tableware which he had obtained from us before."

A paper that gives you twice as much as some other paper is worth twice as much as the other paper. Are you getting your money's worth? That's the vital question.

Development Campaign Planned.

Planning to organize a movement for the development of the territory surrounding each of the commercial clubs throughout the state, Tom Richardson, who has probably engineered more such undertakings than any other man in the United States, has been engaged by the executive committee of the Portland Commercial Club to give the greater portion of his time to this line of work in the future.

With the development of each community in the state to its greatest possible extent as his object, Mr. Richardson will devote his energies and his experience to assisting each individual commercial body in raising funds and in inaugurating a campaign wide in scope and aggressive in character for the betterment of their own home territory. One of the main ideas in this work will be to place the idle lands of the state within reach of homeseekers at reasonable prices and, when established on the land, the newcomer will be assisted in every possible way to make a success of his venture. If Oregon is to profit by the great movement of tourists to the coast

in 1915 each community should commence preparations to that end at once.

Radiators Spread Friendliness.

The Eugene Radiators are making a name for Eugene that could not be secured in any other way. The cheery, get-acquainted spirit with which the group of active business men go into a neighboring city is contagious. It instills in the host a reciprocal kindness and makes for Eugene friends in other parts of the state who will boost for the hustling city, and send on to us wanderers who have not found just the location they have been seeking. Such was the reception the Radiators received at Salem this past week, and such was the reception that greeted them at Cottage Grove and Creswell a week ago. The Radiators radiate the doctrine of inter-fraternal relation as between the cities of the state, and thereby secure for the state and for Eugene a larger measure of prosperity.—Eugene Register.

The value of a paper's advertising is gauged by the number of people it reaches. No other paper reaches more than a quarter as many Cottage Grove people as does The Sentinel.

OPEN SEASON FOR CAMPERS

Try us for Camp Stoves, Tents, Wagon Covers Hammocks and Cheap Cooking Utensils.

KNOWLES & GRABER

If you don't read The Sentinel you don't get more than half the news of the Cottage Grove country.

The Strength, Equipment and Disposition to Serve Its Patrons Makes this Bank Attractive

Capital - \$25,000
Surplus - \$25,000
Undivided Profits \$10,000

Safety First
Service Next
Courtesy Always



U. S. Postal Savings Depository

First National Bank



YOUR BANK DEPOSITS ROLL UP

Surprisingly if you make it a rule to pay by check only and deposit all your cash at the Bank of Cottage Grove. Then you stop to think before you buy and in many cases thinking means refraining. Ambition to have a good balance prevents many a spending, and thus your deposits roll up.

BANK OF COTTAGE GROVE